



U.S. Department of State
INTERAGENCY POST EMPLOYEE POSITION DESCRIPTION

Prepare according to instructions given in Foreign Service National Handbook, Chapter 4 (3 FAH-2)				
1. POST Ho Chi Minh City		2. AGENCY Foreign Commercial Service		3a. POSITION NO. FCS-A-02/03/09
3b. SUBJECT TO IDENTICAL POSITIONS? AGENCIES MAY SHOW THE NUMBER OF SUCH POSITIONS AUTHORIZED AND/OR ESTABLISHED AFTER THE "YES" BLOCK. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No FCS-A-02/03/09				
4. REASON FOR SUBMISSION <input type="checkbox"/> a. Redescription of duties: This position replaces Position No. _____ (Title), _____ (Series) _____ (Grade) <input type="checkbox"/> b. New Position <input checked="" type="checkbox"/> c. Other (explain) Update/make the PD identical for 3 specialist positions				
5. CLASSIFICATION ACTION	Position Title and Series Code	Grade	Initials	Date (mm-dd-yyyy)
a. Post Classification Authority	Commercial Specialist	10		
b. Other				
c. Proposed by Initiating Office				
6. POST TITLE OF POSITION (If different from official title) Commercial Specialist		7. NAME OF EMPLOYEE Vacant		
8. OFFICE/SECTION U.S. Consulate General Ho Chi Minh City		a. First Subdivision Foreign Commercial Service Section		
b. Second Subdivision		c. Third Subdivision		
9. This is a complete and accurate description of the duties and responsibilities of my responsibilities of position.		10. This is a complete and accurate description of the duties and responsibilities of this position.		
Typed Name and Signature of Employee _____ Date (mm-dd-yyyy) _____		Typed Name and Signature of Supervisor _____ Date (mm-dd-yyyy) _____		
11. This is a complete and accurate description of the duties and responsibilities of this position. There is a valid management need for this position.		12. I have satisfied myself that this is an accurate description of this position, and I certify that it has been classified in accordance with appropriate 3 FAH-2 standards.		
Typed Name and Signature of Section Chief or Agency Head _____ Date (mm-dd-yyyy) _____		Typed Name and Signature of Admin or Human Resources Officer _____ Date (mm-dd-yyyy) _____		
13. BASIC FUNCTION OF POSITION This position serves as a Commercial Specialist in the Commercial Section in Ho Chi Minh City, Vietnam. The incumbent reports directly to Senior Commercial Officer/Commercial Officer. Assists U.S. firms to develop and implement market entry and expansion strategies, including complex market research, reporting vast amounts of complex information in concise, readable formats to high level executive branch and congressional decision markets, identify and create trade promotion opportunities, and bringing U.S. and Vietnam business representatives together for discussions and projects. Analyzes market trends and evaluates market research for all industry sectors. Maintains high level contact in key sectors and in relevant segments of the Socialist Republic of Vietnam (SRV). Advises U.S. and local clients on U.S. and Vietnam laws as they affect trade and investment opportunities. Informs SRV officials and business organizations about U. S. legislation, regulation, and practices pertaining to foreign trade. The incumbent should have a proven track record of excellence and project management.				

The incumbent will be responsible for all aspects of handling event management and logistics for their assigned client accounts. The incumbent will be responsible for identifying new clients, developing scopes of work and closing fee-for-services negotiations. The incumbent oversees research and the preparation of factual and analytical reports on a variety of matters affecting U.S. exports and trade in all major sectors as well as the impact of the efforts made by the Commercial Section of the U.S. Consulate in Ho Chi Minh City. Investigates trade complaints in assigned industry sectors and recommends appropriate actions to resolve them.

Incumbent will be responsible for several industry sectors as assigned by SCO and CO.

14. MAJOR DUTIES AND RESPONSIBILITIES

%OF TIME

1. **Strategic Planning:** For assigned sectors, creates a strategic plan focused on maximizing opportunities for U.S. firms. Advises SCO/Commercial Officer in planning, promotion, implementation, and administration of trade promotion projects and activities, such as trade exhibitions, technical seminars, and trade missions. Creates and implements an annual strategy and budgets appropriately in order to meet objectives. Recommends promotion of U.S. exports in assigned industry sectors, taking into account the major projects, local policies and practices, marketing competition, and other factors that affect opportunities for U.S. suppliers. Takes into account domestic, regional and international trends and leverages capabilities of colleagues in the Southeast Asia and Asia/Pacific region and in the ITA Team structure.-----10%
2. **Market Research:** Oversees the collection of market research in assigned industry sectors in the consular district and assists in monitoring contracted market research to determine whether the information and data developed meets required standards for completeness, technical accuracy, and reliability. Develops data and prepares reports (many of which involve independent analyses) relating to assigned industry sectors, including SRV and Ho Chi Minh policies and regulations regarding importation of products and prospects for U.S. export sales. Prepares replies to trade inquiries in assigned industry sectors. Prepares and analyzes, from published sources and outside contacts in business and government, data on Vietnam's import market including the U.S. market share and that of foreign competitors. Completes commercial reports as assigned, including International Company Profiles, Country Commercial Guide and market information that may be required for trade show participation and client services. These reports are the basis for Post's outreach to U.S. companies seeing new export opportunities in Vietnam, and must contain concise but useful information that is disseminated quickly.-----15%
3. **Business Counseling, Advocacy and Outreach:** Attends to and counsels, where appropriate, visiting U.S. official and business representatives, by providing advice on Vietnam and Ho Chi Minh City regulations and marketing channels that relate to U.S. trade and investment. Responds to trade inquiries from U.S. firms, trade associations, and USG officials, counseling them on marketing strategies, opportunities, challenges, risks, business culture, etc. to help promote U.S. exports to the local market. Handles advocacy requests by U.S. companies in coordination with Advocacy Center and under supervision of SCO/CO. Maintains close working relationships with other LES/U.S. employees at post, USEACs, and ITA and ASEAN teams in order to better respond to business counseling inquiries. Responds to trade complaints by researching the circumstances, analyzing the facts, and recommending solutions. Develops and maintains appropriate contacts and working relationships with Vietnam private sector and SRV officials. These contacts range from individuals at the working level to the staff of senior level government and management officials. Incumbent draws upon these contacts to obtain data for knowledge on business conditions and government regulations that affect U.S. exports, to obtain information and services to promote U.S. trade and investment, and to help resolve related issues such as complex and sensitive trade disputes.-----25%
4. **Business Matchmaking:** Promotes U.S. companies via CS matchmaking programs in assigned sectors. Uses client's goals as a basis for identifying, contacting and stimulating the interest of potential commercial partners via outreach campaigns. As required, develops one-on-one meetings or reports on local firms, according to the client's marketing objectives. Assists in locating suitable local representation for U.S. exporters and accompanies U.S. business representatives on official calls, serving as technical aid and trade promotion advisor. Assists U.S. firms introducing their products/services in the local market by organizing projects and activities such as Single Company Promotions, trade exhibitions, technical seminars and catalog shows. Assists and encourages local firm to seek new products and technology in the U.S. and continuously seeks new ways to bring U.S. sellers and Vietnam buyers together. Encourages the attendance of local firm and agents/distributors at U.S. shows and locally mounted trade exhibits. Advises and briefs local buyer groups planning to visit the U.S. on business practices and trade regulations including customs requirements as well as to help them make the most of their trips by meeting prospective U.S. business partners or visiting plants/facility.-----25%
5. **Trade Events:** Plans, promotes, implements and administers trade promotion projects and activities, such as trade exhibitions, technical seminars, and trade missions. Works to implement events as the leader of a team that includes

promotion, recruitment, and administrative staff (team may include DOC HQ and domestic staff, other Consulate sections, as well as trade associations and/or trade fair authorities). Assumes hands-on oversight responsibility for organizing logistics and event/meeting schedules, preparing promotional materials, drafting market research and briefing materials, preparing and monitoring budgets, supervising contractors, managing promotion and recruitment, preparing end-of-show reports, and following-up to identify and report WINs. -----15%

6. **Administrative:** Prepares briefing memoranda, background information, and speeches for use by executive staff on commercial developments and activities. Tracks client satisfaction by seeing that participation agreements for CS services are appropriately cleared and generates export WIN reports resulting from counseling and trade promotion activities. Maintains client records in Salesforce, meeting WINs, Client Assists and Commercial Diplomacy targets as assigned annually. Serves as mentor and advisor to Commercial Assistants and Commercial Clerk, providing advice and guidance on routine industry related issues. Supervises assistants in trade missions. Performs other duties as assigned by SCO and CO.----- 10%

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a. Education:
Bachelor's degree in Marketing, Business, International Trade, Language, Economics, Finance, or Humanities.
- b. Prior Work Experience:
At least 4 years of progressively responsible experience in business, government or NGOs in the fields of marketing, trade promotion, economics, or international trade.
- c. Post Entry Training:
CS Core Competencies course; Business Counseling and Export Assistance course; word processing training; software applications training.
- d. Language Proficiency: List both English and host country language(s) proficiency requirements by level and specialization.
Level 4 English and host country language.
- e. Knowledge
Thorough knowledge of Vietnam's economy, business customs and practices, marketing channels, laws, regulation, and policies relating to assigned industry sector commercial functions.
- f. Skills and Abilities:
Ability to develop and maintain an extensive range of appropriate mid-level and senior level contacts in the host government and private sector. Ability to plan, organizes, and executes complex commercial research project and analytic reports. Ability to render advice with detachment and objectivity, employing sound professional judgment. Must have strong project management and sales skills as well extensive experience with event planning.

Must be able to become familiar with the policies and regulations of the assigned industries, standard guidelines and instructions provided to U.S. clients, as well as relevant contacts in the host country; Must have strong project management and sales skills as well as extensive experience with event planning; Must be able to solve complex commercial and trade issues related to marketing strategies and sales of U.S. products; Solve all levels of trade event/trade mission issues (e.g. last minute program changes; making budgets meet, etc.); Communicate with a wide range of contacts from junior staff to senior level government officials and company CEOs; Counsel business clients and hold frequent discussions with industry contacts and CS staff at post and in the U.S.; Must be able to express themselves clearly and accurately in a variety of written formats with varying degrees of complexity, including emails, memos, letters, presentation materials and market research reports.

Must be skilled at operating computers including MS Word and MS Excel.

16. POSITION ELEMENTS :

- a. Supervision Received:
Under the direct supervision of the SCO or Commercial Officer.
- b. Available Guidelines:
U.S. and FCS operation Manual, FAM and USDOC procedure for specific programs.
- c. Exercise of Judgment:
Sound, independent judgment is a key requirement in this position. Most assignments are carried out independently under minimum supervision.
- d. Authority to Make Commitments:
Limited
- e. Nature, Level, and Purpose of Contacts:
Establishes and maintains contacts with upper mid-level and senior level Vietnam business executives to stimulate their interest in the U.S. goods and services, and with U.S. business executives to assist them with establishing contacts in the local business community or to obtain market data. The nature of contact with Vietnam trade and industry is not only that of high level necessity, but it also requires professional credibility to achieve the various U.S. and FCS goals.
- f. Supervision Exercised
No direct supervision. Mentors and is a source of advice for interns, commercial assistant
- g. Time Expected to Reach Full Performance Level:
One year